

PREFACE

In today's globalized world of business, every organization, small or big, needs to compete globally to survive and grow. Effective Management equipped with advanced technology is widely accepted to be a key factor in making organizations successful. Technology and Management both are truly two pillars of success not just for business, for all organizations, government, public sector, non-profit, and others.

International Conference on Technology and Business Management (ICTBM-17) is organized jointly by International Forum of Management Scholars, The College of Fashion and Design and AIMS International.

The Conference proceedings consist of 15 papers. We hope these proceedings will serve as a valuable reference to managers and academics for many years to come.

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